

Message Text

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DRAFTED BY:COMM/BIC/OIM/AF:DCHRISTENSEN

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FM SECSTATE WASHDC

TO AMEMBASSY TUNIS

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E.O. 11652: N/A

TAGS: BEXP TS

SUBJECT: INFORMATION ASSISTANCE TO NEW TUNISIAN COMPANY
PROTUNISIA

REFERENCE: TUNIS 1859

1. SINCE COMMERCE MARKET RESEARCH EFFORTS CONCENTRATED ON FINDING FOREIGN MARKETS FOR U.S. GOODS, WE HAVE ONLY VERY LIMITED RESOURCES AVAILABLE HERE TO ASSIST FOREIGN GOVERNMENT AGENCIES OR FIRMS TO MARKET IN U.S. HOWEVER, WE HAVE SOME MATERIALS WHICH MAY BE OF ASSISTANCE TO POST IN RESPONDING TO PROTUNISIA REQUEST.

2. COMMERCE IS FORWARDING ONE COPY OF "U.S. INDUSTRIAL OUT-LOOK - 1974" WHICH CONTAINS "MINI" RESEARCH STUDIES ON AMERICAN MARKET FOR LARGE NUMBER OF PRODUCT CATEGORIES INCLUDING MOST OF PRODUCTS MENTIONED IN REFTTEL AS BEING OF SPECIAL INTEREST TO TUNISIANS. THESE SHORT STUDIES INCLUDE DATA ON DOMESTIC
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PRODUCTION, IMPORTS, CONSUMPTION, PRODUCTIVITY, AND FUTURE

MARKET PROJECTIONS AND LIST SOME ADDITIONAL REFERENCES AS WELL. IN ADDITION ONE COPY EACH OF FOLLOWING ITEMS ALSO BEING FORWARDED: "HERE'S KEY TO GLOBAL DATA"; "SOURCES OF INFORMATION ON COUNTRY MARKET CRITERIA"; AND "U.S. CONSULTANTS ENGAGED IN INTERNATIONAL MARKET RESEARCH".

3. STUDIES PERFORMED WITHIN U.S. BY MARKET RESEARCH COMPANIES FOR PRIVATE CLIENTS OFTEN ARE NOT AVAILABLE FOR PUBLIC DISSEMINATION; HOWEVER, PUBLICATION ENTITLED "MARKETING INFORMATION GUIDE" CONTAINS REFERENCES TO SYNDICATED MARKET RESEARCH AND OTHER STUDIES WHICH ARE AVAILABLE FOR PURCHASE. THIS GUIDE APPEARS MONTHLY AND IS AVAILABLE AT COST OF DOLS 10.00 ANNUALLY AT FOLLOWING ADDRESS:

MRS. S. G'SCHWEND
MARKETING INFORMATION GUIDE
1028 CONNECTICUT AVENUE, N. W.
SUITE 815
WASHINGTON, D. C. 20036

4. DEPARTMENT OF AGRICULTURE HAS SITUATION REPORTS ON U.S. MARKET FOR EACH AGRICULTURAL COMMODITY MENTIONED REFTEL. COPIES HAVE BEEN REQUESTED AND WILL BE FORWARDED TO EMBASSY. SOME DATA ON PHOSPHATE AND PHOSPHATE PRODUCTS MARKET IN U.S. AVAILABLE IN "MINERALS YEARBOOK" AND VARIOUS UNITED NATIONS PUBLICATIONS. GOOD STATISTICAL DATA ON AMERICAN WINE INDUSTRY CAN BE OBTAINED IN QUANTITY FROM FOLLOWING ADDRESS:

WINE INSTITUTE
717 MARKET STREET
SAN FRANCISCO, CALIFORNIA 94103

THESE ABOVE LISTED SOURCES ARE ONLY INDICATIVE OF VOLUMINOUS QUANTITIES OF STATISTICAL DATA, PUBLISHED ARTICLES, ETC., WHICH ARE AVAILABLE ON EACH OF ITEMS OF INTEREST TO PROTUNISIA. MAJOR MARKET RESEARCH EFFORT WOULD BE NECESSARY TO PULL ALL INFORMATION TOGETHER AND ANALYZE IT.

5. LONG LIST OF MARKET RESEARCH COMPANIES DOING BUSINESS IN U.S. MAY BE FOUND IN 13TH EDITION OF "BRADFORD'S UNCLASSIFIED

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DIRECTORY" AVAILABLE AT FOLLOWING ADDRESS:

BRADFORD'S DIRECTORY ON MARKET RESEARCH
AND MANAGEMENT CONSULTANTS
P.O. BOX 276
FAIRFAX, VIRGINIA 22030

LIST OF U.S. CONSULTANTS BEING FORWARDED AS MENTIONED IN

PARA 2 ABOVE WAS EXTRACTED IN PART FROM EARLIER VERSION OF
BRADFORD'S DIRECTORY. THIS LIST IS FORWARDED WITH CONDITION
THAT UNDER NO CIRCUMSTANCES DO WE RECOMMEND OR ENDORSE ANY
OF THEM. RUSH

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